Dave
FYI INFO
Roger

THE WHITE HOUSE

WASHINGTON

October 10, 1995

Mr. Joseph J. Orlando
11 Wagner Drive
Rock Tavern, New York 12575

Dear Joseph:

Thank you for your message regarding our effort to limit children's access to tobacco products. I have heard from many concerned people on this issue, and I appreciate your input as we work to protect the health of young Americans.

Adults are capable of making their own decisions about smoking. Overwhelming evidence shows, however, that children are particularly susceptible to tobacco marketing. Some 3,000 boys and girls take up smoking every day, and millions will ultimately lose their lives to it. If we are to ensure a healthy future for our children, we must act now to stop them from smoking.

I have therefore authorized the Food and Drug Administration to propose rules to limit minors' access to tobacco as well as the promotion and advertising that enhance the appeal of tobacco products among young people. Under the proposed regulations:

- o tobacco purchasers will be required to prove their age with identification;
- o cigarette vending machines, which effectively circumvent any ban on sales to children, will be prohibited;
- o outdoor advertising for tobacco products will not be allowed within 1,000 feet of schools or playgrounds, and outdoor advertising outside the 1,000-foot limit will be restricted to a text-only, black and white format;
- o publications with significant youth readership will be permitted to advertise tobacco products solely in a text-only, black and white format; and
- o the tobacco industry will fund an annual campaign to teach children about the dangers of tobacco use.

These proposals do not constitute a ban on smoking or a threat to the First Amendment. Rather, they are commonsense steps that will help us forge a better future for our children. I appreciate knowing your views on this issue, and I hope you will work with us as we seek to create a healthier America.

Sincerely,

Bill Clinton

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Source: https://www.industrydocuments.ucsf.edu/docs/pjpm0000